



USDA Weekly Retail Turkey Feature Activity

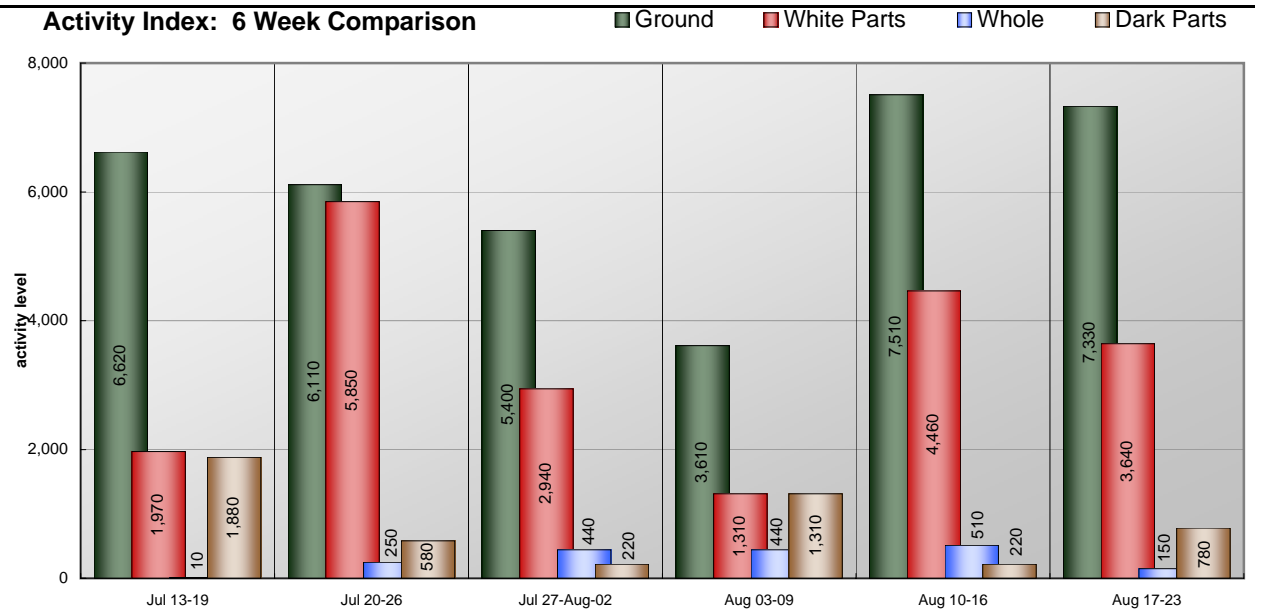
Fri. Aug 17, 2007

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 08/17 thru 08/23.

(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

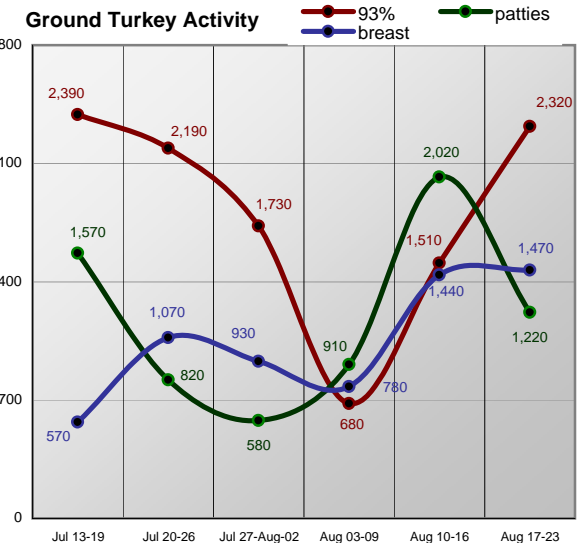
NATIONAL SUMMARY						
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate 1/	56.5% of 17,000 outlets		53.8% of 17,000 outlets		45.1% of 17,000 outlets	
Special Rate 4/	7.4%		4.5%		6.3%	
Activity Index 2/	13,840		14,300		11,020	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens	130	1.49	90	1.49	650	1.15
" - Toms					150	1.03
Frozen - Hens			210	0.69	130	0.97
" - Toms	20	0.89	210	0.69	100	0.98
PARTS:						
Breast:						
Bone-in, whole						
Fresh	10	2.49	140	2.01	130	2.06
Frozen	1,310	1.92	560	1.81	380	1.56
Hotel Style						
Fresh	130	1.79			50	1.79
Frozen						
Split, bone-in						
Fresh	30	2.69	10	2.48		
Rotisserie	600	7.38	820	7.49	190	6.47
Boneless, whole						
	40	3.99	130	3.99	10	3.99
Cutlets						
	520	4.09	1,220	4.28	1,130	4.03
Cutlets, thin sliced						
			100	4.99	150	4.54
Strips						
	140	4.99	250	4.54		
Tenders						
	860	3.69	1,230	3.86	300	3.93
Marinated Tenders						
	1,530	4.11	1,010	3.85		
Drumsticks						
	280	1.49	110	1.29	50	1.39
Thighs						
	140	1.69	90	1.29		
Wings						
	250	1.22	20	1.49	60	1.27
Necks						
Smoked Drumsticks						
	110	1.67			30	1.06
Smoked Wings						
					30	1.39
Smoked Necks						
GROUND TURKEY:						
Patties	7,330	2.58	7,510	2.60	7,480	2.48
	1,220	2.48	2,020	2.59	1,160	2.35
Sausage	1,200	2.52	1,230	2.28	1,570	2.65
85% lean	1,120	1.91	1,310	1.79	1,730	1.74
93% lean	2,320	2.26	1,510	2.27	2,160	2.40
Breast	1,470	3.73	1,440	3.95	860	4.01
Rolls (frsh/frz 1 lb.)	410	1.01	590	1.19	--	--

Note: rolls not included in ground fresh ground turkey total and weighted average.



Turkey Featuring - 08/17 thru 08/23

The mid-month feature rate is higher this week although the activity rate is lower. Features are more prominent in the East and Central regions, lighter in the West. More stores run ads at special rates this week, mostly ground turkey at buy one get one free. Offers on whole turkeys are light and prices are unchanged on fresh, higher on frozen. Promotions are strong on frozen bone-in breasts and prices are firm. Rotisserie ads are lighter and prices are at lower values. Marinated tenders increase in volume and value, offers on other breast meat cuts retreat and prices are mixed. Drums, thighs and wings are more available this week. Prices are stronger on drums and thighs, weaker on wings. Offers on ground turkey retreat and the weighted average price is slightly lower. Offers on patties, sausage and 85% lean drop, 93% lean is shaply higher, and ground breast is slightly higher.



All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

1/: **FEATURE RATE:** the amount of sampled stores advertising any reported turkey item during the current week, expressed as a percentage of the total sample. 2/: **ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised turkey item (e.g., a retailer with 100 outlets featuring 3 turkey items has an activity index of 300). 3/: **STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. 4/: **SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



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	EASTERN U.S. (CT,DC,DE,FL,GA,MA,MD,ME,NC,NH,NJ, NY,PA,RI,SC,VA,VT,WV)			CENTRAL U.S. (AL,AR,IA,IL,IN,KS,KY,LA,MI,MN,MO,MS,ND, NE, OH, OK,SD,TN,TX,WI)			WESTERN U.S. (AZ,CA,CO,ID,MT,NM,NV,OR,UT,WA,WY)		
Feature Rate 1/ Special Rate 4/ Activity Index 2/	65.0% of 7,950 sampled outlets 11.8% of stores w/ no-price promotions Activity Index = 7,770			46.1% of 5,300 sampled outlets 6.4% of stores w/ no-price promotions Activity Index = 2,660			53.6% of 3,750 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 3,000		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
WHOLE BIRDS:									
Fresh - Hens	1.49	130	1.49						
" - Toms									
Frozen - Hens									
" - Toms				0.89	20	0.89			
PARTS:									
Breast:									
Bone-in, whole									
Fresh				2.49	10	2.49			
Frozen	1.69 - 1.99	970	1.95	1.49 - 1.99	340	1.84			
Hotel Style									
Fresh	1.79	130	1.79						
Frozen									
Split, bone-in									
Fresh				2.69	30	2.69			
Rotisserie	6.99 - 7.99	320	7.33	5.39 - 7.99	200	7.21	7.99	80	7.99
Boneless, whole	3.99	40	3.99						
Cutlets	3.29 - 3.99	210	3.87	2.99 - 4.55	180	4.06	3.99 - 4.54	130	4.51
Cutlets, thin sliced									
Strips							4.99	140	4.99
Tenders	3.59 - 3.99	220	3.61	2.99 - 4.00	180	3.73	2.99 - 4.39	460	3.72
Marinated Tenders	3.73 - 4.79	1,010	4.24	3.73 - 4.26	310	3.96	3.69 - 3.73	210	3.73
Drumsticks	1.29	140	1.29				1.69	140	1.69
Thighs							1.69	140	1.69
Wings	0.99 - 1.29	240	1.16	2.49	10	2.49			
Necks									
Smoked Drumsticks	1.59	100	1.59	2.49	10	2.49			
Smoked Wings									
Smoked Necks									
GROUND TURKEY:									
Patties	1.79 - 2.99	1,140	2.44	2.00 - 2.49	30	2.20	3.50	50	3.50
Sausage	1.99 - 3.49	770	2.52	1.79 - 3.00	370	2.47	2.39 - 2.87	60	2.80
85% lean	1.33 - 1.99	700	1.87	1.53 - 2.16	280	1.97	1.99	140	1.99
93% lean	1.15 - 2.68	1,010	1.97	1.99 - 2.50	490	2.31	2.39 - 2.80	820	2.59
Breast (99-100% lean)	2.99 - 4.45	640	3.57	2.99 - 4.00	200	3.65	3.19 - 4.39	630	3.92
Rolls (frsh/frz 1 lb.)	1.00	10	1.00	1.00	250	1.00	1.00 - 1.39	150	1.04